Challenge Accepted:
Reporting on the Q2 Activity Challenge

Prepared for: Client Name
Date of Report: XX/XX/XXXX

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Executive Summary

The March To May Challenge is an activity challenge that runs from mid-March through the end of May, engaging the employee population on multiple levels.

For Individuals:
1. Employees can track their steps from a conventional pedometer, a wearable pedometer that uploads automatically to our platform, or by entering in an activity performed along with the time they performed it.
2. The tracking mechanism can look at their activity, and plot that activity compared to others on their team, to other teams, by team average steps or by total steps. To create additional motivation, individuals can set personal goals for themselves along with company goals so that incentive points can be awarded.
3. Within the teams, individuals can send motivational messages to team members to encourage them through social interaction.

For Site Locations:
1. The March To May challenge creates site-level engagement by setting up site-vs-site competitions. Employees at the site are on the same team, and can encourage each other's participation.
2. This encouragement is aided by the graphing capabilities on the site, showing the head to head competition between sites in real time.
3. Participation in the activity program also awards sites points through the Scorecard system. The greater the participation, the greater the number of site points awarded.

Overall, employees responded positively, returning week after week to complete the company goal of taking at least 50,000 weekly steps.

The March To May Activity Challenge

The March to May activity challenge is beneficial for weight management, chronic disease risk reduction, and stress control. Over 3 months, employees can enter steps, activities, or just use their wearable fitness devices to log their steps and change their health for the better.

Employee Goal: 50000 Steps / Week

Who's In?

This activity program was designed to easily scale to a global level. However, for our first pass, we wanted to start with a U.S. pilot as a proof of concept. After making it available, some sites hopped on right away, others transitioned from the programs they were finishing up, and others were unable to join during this cycle.

Number Of Teams

178 employees from thirteen site locations across the country – and Martinique – participated in this challenge.

The teams competed with each other by comparing average and total steps, over each week and month.

Setting Goals Week by Week

We set a goal for participants to meet or exceed. This goal was 50,000 steps per week, which is 7,143 steps per day on average (about 3.4 miles each day on average).

How Did We Do?

All Teams: Teams Average: Most Recent

We made a couple of accommodations for those sites that had larger numbers, as well as those who started participating later into the challenge. First, our final tally will consist of the activity through the final week. Also, rather than total steps, which could skew results based on higher participation numbers alone, we plotted team averages.

Below are the site rankings along with the chart showing their activity in relation to each other.
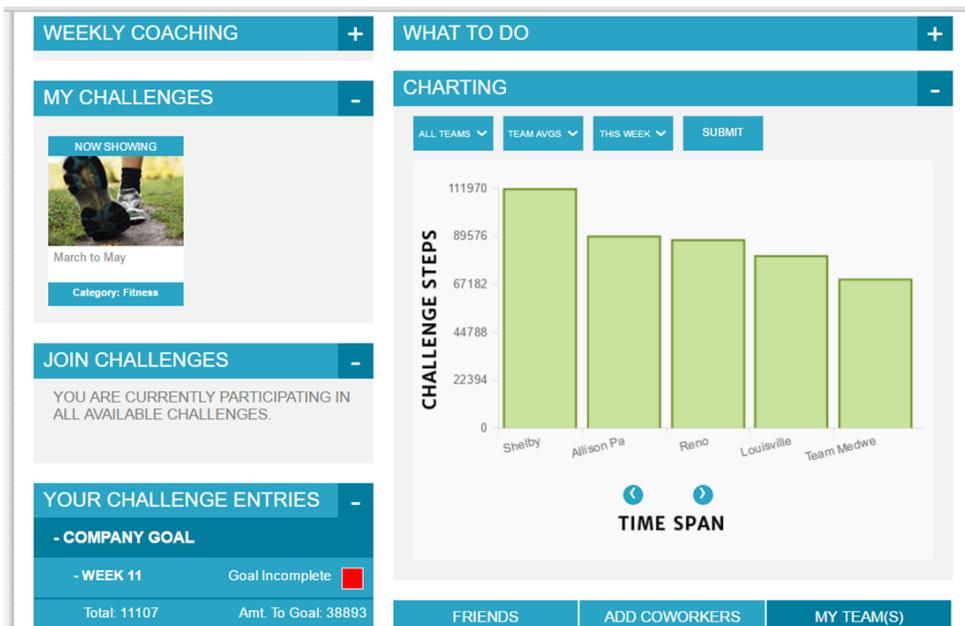

Congratulations!!
1. Site Name
2. Site Name
3. Site Name
4. Site Name
5. Site Name
6. Site Name
7. Site Name
8. Site Name
9. Site Name
10. Site Name

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All Teams: Team Totals: Most Recent

We also wanted to show those teams that had excelled the most by logging the highest number of steps.
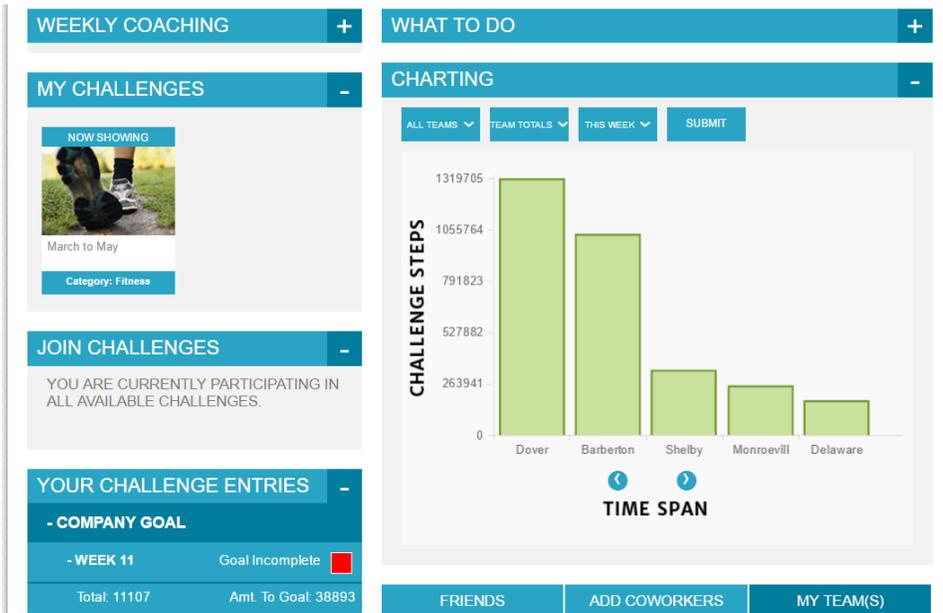

Congratulations!!
1. Site Name
2. Site Name
3. Site Name
4. Site Name
5. Site Name
6. Site Name
7. Site Name
8. Site Name
9. Site Name
10. Site Name

My Data: Top Ten: Most Recent

Certain individuals went above and beyond to push themselves to get the most steps of all. These employees consistently uploaded and entered their steps to be the highest ranked individuals in the entire challenge!
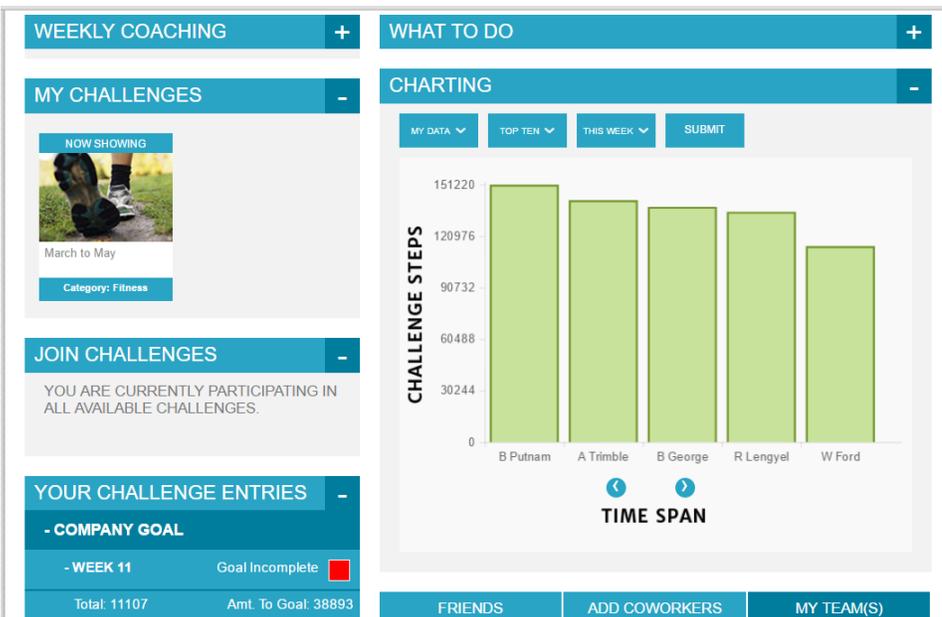
Congratulations!

F. Last Name

F. Last Name

F. Last Name

F. Last Name

F. Last Name

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F. Last Name

F. Last Name

Goals Completed

Each week, participants can see how close they are to their weekly goals, whether they met them, and by how much.

Below is the dashboard showing weekly goal completion status, and to the right lists each site with its goal completion percentage. These are quite high numbers, indicating strong adherence to the program, even across 3 months time.

YOUR CHALLENGE ENTRIES	–
+ PERSONAL GOAL	
- COMPANY GOAL	
+ WEEK 10	Goal Incomplete 🟥
Total: 22658	Amt. To Goal: 27342
+ WEEK 9	Goal Complete ✅
Total: 62358	Amt. To Goal: 0
+ WEEK 8	Goal Complete ✅
Total: 83320	Amt. To Goal: 0
+ WEEK 7	Goal Complete ✅
Total: 57972	Amt. To Goal: 0
+ WEEK 6	Goal Complete ✅
Total: 78802	Amt. To Goal: 0
+ WEEK 5	Goal Complete ✅
Total: 64041	Amt. To Goal: 0
+ WEEK 4	Goal Complete ✅
Total: 64681	Amt. To Goal: 0

Site Name: 30.9%
Site Name: 54.0%
Site Name: 57.8%
Site Name: 19.4%
Site Name: 31.3%
Site Name: 48.6%
Site Name: 61.1%
Site Name: 25.0%
Site Name: 45.8%
Site Name: 50.0%
Site Name: 62.5%

Number Who Made Their Weekly Goal

Week	Value
Week 1	61
Week 2	70
Week 3	59
Week 4	71
Week 5	75
Week 6	71
Week 7	71
Week 8	77
Week 9	48
Week 10	38

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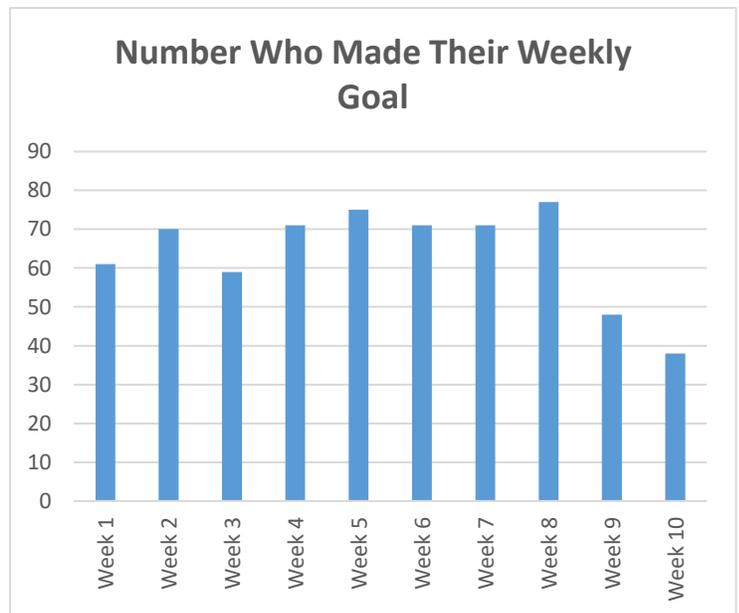
From Feedback To Feedforward

Our goal is to treat the process of wellness programming as an engineer would approach any other logical process: measure to determine the difference between what you have and what you need, apply a solution to close the gap, and repeat measurements to assess how effective the change actually was. Repeat this loop until the delta is minimal.

We reached out to the site wellness leaders participating in this challenge to get their feedback, so we can incorporate that into the next iteration.

" *The challenge is the talk of the town. Originally we only had 14 people signed up. They were individuals with FitBit who knew what their steps were. We had a huge upswing in participation when I purchased 30 pedometers for employees. We now have 40 employees signed up. That is over a 50% participation rate. The most important thing to me is that people are talking about it each and every day.*

That is how we will build synergy for additional programs. **"**

How To Make This Challenge System Better?

1. <u>Feedback:</u>
   Do it similar to how the Not One Ounce data entry was, where one person could enter data for many employees.

1. <u>Feedforward:</u>
   MedWellness will install a system just like the one we used for Not One Ounce. In this system (a part of the Online Scorecard), wellness leaders will be able to input steps for production workers who do not have wearable devices.

   The comments we received on this system have been uniformly positive, and we look forward to the impact this addition can have here as well.

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2. <u>Feedback:</u>
   The March to May program overlaps the Shelby Walk/Run challenge, we also have conversions for other physical activity, that we run from Jan 1, to Dec 31. We have many hourly employees engaged in the plant program, but we have paper log sheets for each month that they turn in, if there was some way to get this data into your system, we could increase the participation level 10 fold.

2. <u>Feedforward:</u>
   In addition to the innovation above, MedWellness will work with sites on their 2017 calendar in the fall of 2016 to allow sites to incorporate the tracking, team building, and completion aspects of the activity platform into their wellness calendar.

3. <u>Feedback:</u>
   It would be better to have a common format for all the different activity challenges.

3. <u>Feedforward:</u>
   Through the Single Sign On environment, we can put this platform and the Wellness Scorecard itself onto the wellness home page in a way that employees can participate without having to go to another site, re-log in, or carry multiple credentials. This will create the more simplified common format for everyone.

4. <u>Feedback:</u>
   It would be better to have a common format for all the different activity challenges.

4. <u>Feedforward:</u>
   Through the Single Sign On environment starting in June, we will put this platform and the Scorecard itself onto the wellness home page so that employees can participate without having to go to another site, re-log in, or carry multiple credentials. This will create the more simplified common format for everyone.

5. <u>Feedback:</u>
   For me what would work better is smaller teams (5 people) where you feel accountable to your teammates and if you aren't pulling your weight it will be obvious. Or a challenge that involves an event at the end, such as a 5K. I always find, having something on the calendar motivates me.

5. <u>Feedforward:</u>
   Starting this summer, MedWellness provides additional challenges that allow individuals to invite other employees to their small teams, with encouragement emails available to keep each other moving forward.

Would Your Site Be Interested in Challenges In Other Areas of Wellness?

1. <u>Feedback:</u>
   The people at our site seem to be motivated mostly by weight loss challenges, but we would be open to trying to roll out any of the mentioned challenges.

   Shelby could use something on Nutrition and Stress as these are programs that lack at production sites.

1. <u>Feedforward:</u>
   Starting June 1, MedWellness will be able to open up challenges for employees in the other wellness categories: nutrition, weight, stress, and activity.